

Sample Compositions For B+H Ad / Pack Tests

placement

call backs

Headline	Mail Placement				Mail Placement
	B+H Classic Fights	Classics Fights from B+H	Classics Fights from B+H	Classics Fights from B+H	B+H Classics Fights
Tax Level	10	12	10	12	10
Non-Menthol	475	475	475	475	250
B+H FF	100	100	100	100	AS
B+H LTS	100	100	100	100	Falls
B+H DUL	75	75	75	75	
Other 100's FF	100	100	100	100	125
Other 100's LT	100	100	100	100	125
Menthol	475		475		250
B+H FF	100		100		AS
B+H LTS	100		100		Falls
B+H DUL	75		75		
Other 100's FF	100		100		125
Other 100's LT	100		100		125
Total	950		950		500
		2750			500

3350

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